

CSEPP

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WITH YOU.

CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM

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**Media Campaign and
Umatilla County website**
www.csepp.net

CAMPAIGN REPORT #1

To CSEPP Public Affairs and Public Information Officers nationwide—

CSEPP's pilot advertising effort catching on at Umatilla Site

The Umatilla Media Campaign is starting to draw attention. The Chemical Stockpile Emergency Preparedness Program pilot project began the last week of July, immediately following CSEPP's National Conference in Little Rock, Arkansas.

County CSEPP offices report increased phone calls and web hits in August and September as the Campaign's mix of TV, radio and newspaper ads gained momentum. The media outlets closest to the Umatilla Chemical Depot are in Hermiston and Pendleton in Oregon, and the Tri-Cities in Washington state.

The same week advertising began, the results of the Campaign's baseline survey were announced (see news release, attached). Approximately 800 people randomly chosen from Oregon and Washington emergency zones had been quizzed earlier in the summer to gauge public readiness for a potential chemical emergency at the Depot.

Phone and web activity started to go up slowly in August and continue to climb. Campaign ads prompt the contacts with a website address and two phone numbers—(877) 367-2737 for Umatilla and Morrow counties in Oregon, and (800) 841-7953 for Benton County in Washington state.

Through the end of September, 68 callers had dialed the 877 number for both Oregon counties. Callers wanted more information about what to do first in an emergency, the CSEPP warning system, how to shelter in place (all topics of early Campaign ads) and, in general, how to be prepared. There also were requests for a business shelter-in-place plan and numerous shelter kits, including 15 for city hall in the town of Umatilla and 84 for a new retirement home. Seven CSEPP presentations were scheduled for community groups.

Oregon's phone traffic included calls (tallied separately) for Tone-Alert Radios, which Umatilla and Morrow counties have solicited as they conclude their four-month-long delivery of 17,000 TARs.

The response to advertising in Benton County took an interesting twist, as most of their 26 callers through September were from the Tri-Cities and other communities outside CSEPP emergency zones. Benton County CSEPP

—More—

CAMPAIGN REPORT #1

Continued—

"One in four residents living in the Immediate Response Zone (IRZ) surrounding the Umatilla Chemical Depot do not know what to do in the event of a chemical emergency at the Depot."

From Campaign news release about survey on public preparedness, July 28, 2000

staff attribute this to frequent contact with residents in the rural emergency zones over the past year (door-to-door TAR delivery and public education meetings), while people in more urban areas of the county are still learning about CSEPP.

Daily hits on the Campaign website (www.csepp.net) increased 11 percent through the end of September. The joint website is managed by Umatilla County Emergency Management and contains information from, and links to, the CSEPP counties, states and federal agencies concerned with the Umatilla Site. For a taste of Campaign newspaper and radio ads to date, go to www.csepp.net/umatillamediacampaign.html.

The Campaign's core message to people in the emergency zones is that they need to be prepared if there is a Depot emergency. A secondary message for all is that being prepared for a Depot emergency means you are ready for all kinds of disasters, including floods, wind storms and hazardous materials incidents.

Based on feedback from in- and outside the program, the Umatilla Public Information Officers (UPIOs) continue to adjust the sound, look and length of advertising. How fast or slow do phone numbers need to be spoken on the radio? Are TV spots hitting the mark? Is it good to fill newspaper ads with all the information that won't fit in TV and radio commercials, or will a good hook and white space (see attached) reach more readers?

Perhaps the most gratifying feedback on the advertising's impact comes from some local officials and other stakeholders. They feel the Campaign's public safety message and visibility in the media is seen by many in their communities to be a positive accomplishment by CSEPP.

The UPIOs look forward to seeing how the pilot advertising's effect will translate into hard numbers when the Campaign's second random telephone survey is conducted at the end of October. If you want more information about the Umatilla Media Campaign, please contact any of us—we're listed on the first page of this report. Feedback and requests are welcome.

*Attachments/separate PDFs: News release—Campaign survey results
October newspaper ad—"Make time."*